What is claimed is:

1   1.   A calendar comprising:
2   a set of date cells corresponding to an arbitrarily designated time period; and
3   a theme applied to the calendar, the theme corresponding to an event
4   associated with the arbitrarily designated time period.

1   2. The calendar of claim 1 in which the arbitrarily designated time period
2   comprises a starting date and a target date.

1   3. The calendar of claim 2 in which the starting date or the target date or both
2   are selected by an end-user of the calendar.

1   4. The calendar of claim 2 in which the event associated with the target date
2   is designated by an end-user of the calendar.

1   5. The calendar of claim 1 in which the time period is designated by an end-
2   user of the calendar.

1   6. The calendar of claim 1 in which the theme is selected by an end-user of
2   the calendar.

1   7. The calendar of claim 6 in which the date range is designated automatically
2   based on the theme selected by the end-user of the calendar.

1   8. The calendar of claim 1 in which the theme corresponds to Halloween.

1   9. The calendar of claim 1 in which the theme corresponds to a recognized
2   holiday.

1   10. The calendar of claim 9 in which the recognized holiday is Valentine's
2 Day, Thanksgiving, New Year's Day, Easter, Independence Day, Channukah, Kwanza,
3 St. Patrick's Day, Martin Luther King, Jr. Day, Mothers Day, Fathers Day, Memorial
4 Day, or Labor Day.

1   11. The calendar of claim 1 in which the arbitrarily designated time period
2 corresponds to an event having personal or familial significance.

1   12. The calendar of claim 11 in which the event having personal or familial
2 significance is a birthday.

1   13. The calendar of claim 11 in which the event having personal or familial
2 significance is an anniversary.

1   14. The calendar of claim 11 in which the event having personal or familial
2 significance is a vacation period.

1   15. The calendar of claim 11 in which the event having personal or familial
2 significance is an upcoming trip.

1   16. The calendar of claim 11 in which the event having personal or familial
2 significance is a wedding.

1   17. The calendar of claim 11 in which the event having personal or familial
2 significance is a religious occasion.

1   18. The calendar of claim 11 in which the event having personal or familial
2 significance is a graduation.

1   19. The calendar of claim 1 in which the arbitrarily designated time period
2 corresponds to a sporting event.

1   20. The calendar of claim 1 in which the arbitrarily designated time period
2 corresponds to an occurrence of a physical phenomenon.

1   21. The calendar of claim 1 in which the theme applied to the calendar
2 comprises one or more design elements that are suggestive of the event associated with
3 the arbitrarily designated time period.

1   22. The calendar of claim 21 in which the theme applied to the calendar
2 comprises a shape or physical configuration of the calendar that is suggestive of the event
3 associated with the arbitrarily designated time period.

1   23. The calendar of claim 21 in which the theme applied to the calendar
2 comprises one or more of the following design elements: images, graphic elements,
3 colors, shapes, textures, sounds, music, text and scents.

1   24. The calendar of claim 1 in which the theme applied to the calendar
2 comprises a customized general theme.

1   25. The calendar of claim 1 in which the theme applied to the calendar
2 comprises a personalized association.

1   26. The calendar of claim 25 in which the personalized association is derived
2 from input received from one or more of the following input sources: a scanner, a digital
3 camera, a video input device, or a custom text generator.

1   27. The calendar of claim 1 in which the theme applied to the calendar
2 comprises a customized general theme and a personalized association.

ATTORNEY DOCKET NO. 10064/002002

1   28. The calendar of claim 1 further comprising a plurality of milestones
2 associated with the arbitrarily designated time period.

1   29. The calendar of claim 28 in which each of the plurality of milestones
2 represents progress towards the event associated with the arbitrary designated time
3 period.

1   30. The calendar of claim 28 in which the plurality of milestones correspond
2 to events associated with a wedding.

1   31. A method of producing a customized calendar, the method comprising:
2   selecting an arbitrary target date;
3   specifying a theme; and
4   generating a calendar bearing indicia suggestive of the specified theme and
5 having a set of date cells that successively count down to the selected arbitrary target
6 date.

1   32. The method of claim 31 further comprising selecting an arbitrary starting
2 date, the set of date cells spanning an interval between the selected starting date and the
3 selected target date, inclusive.

1   33. The method of claim 31 in which at least one of the selecting and
2 specifying are performed manually by an end-user of the calendar.

1   34. The method of claim 33 in which the generating is performed by a
2 computer system.

- 16 -

1   35. The method of claim 33 in which, when the end-user performs only one

2 of the selecting and specifying, a computer system performs the other of the of the

3 selecting and specifying.

1   36. The method of claim 31 in which the indicia suggestive of the specified

2 theme comprise a personalized association.

1   37. A computer-implemented process of generating a calendar comprising

2 customizing a calendar based on at least one of a customer-designated time period and a

3 customer-designated theme.

1   38. The computer-implemented process of claim 37 in which the

2 customization of the calendar comprises:

3   extracting theme data from a theme database;

4   customizing the calendar based on the extracted theme data; and

5   generating an information package descriptive of the customized calendar.

1   39. The computer-implemented process of claim 38 further comprising

2 transmitting the generated information package to a printing facility.

1   40. Computer software, residing on a computer-readable medium, comprising

2 instructions to cause a computer system to perform the following operations:

3   generate, or receive as input, information specifying a time period and an

4 associated theme;

5   generate a calendar bearing indicia representative of the associated theme and

6 having a set of date cells that successively count down over the specified time period.

1   41. The computer software of claim 40 further comprising instructions to

2 cause the computer system to perform the following operations:

3   extract theme data from a theme database;

4   customize the calendar based on the extracted theme data;

5   generate an information package descriptive of the customized calendar; and

6   transmit the generated information package to a printing facility.